



WEWS

# ORDER

Flight Dates **09/18/12-09/27/12**

Contract / Revision      **304286 /**

Original Date / Revision  
07/11/12    09/19/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**American Crossroads TV 09.18-09.**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **691**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	68	\$69,105.00	\$81,300.00	0.00
<b>Totals</b>	<b>68</b>	<b>\$69,105.00</b>	<b>\$81,300.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	68	\$69,105.00	\$81,300.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/27/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$600.00		0.00			
		Week: 09/24/12	09/30/12	MTWT---					4	\$600.00		0.00			
N 2	WEWS	09/18/12	09/27/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	8	\$4,400.00



WEWS

Print Date: 09/24/12

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Contract / Revision **304286** Flight Dates **09/18/12-09/27/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/19/12

Order Sep 00:20:00

Advertiser **American Crossroads**

Product **American Crossroads TV 09** Estimate # **691**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/18/12	09/27/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	8	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$550.00		0.00			
	Week:	09/24/12	09/30/12	MTWT---		4				\$550.00		0.00			
N 3	WEWS	09/18/12	09/27/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	8	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$550.00		0.00			
	Week:	09/24/12	09/30/12	MTWT---		4				\$550.00		0.00			
N 4	WEWS	09/18/12	09/27/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	9	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/17/12-09/23/12		M-F 2-3p		2-3p	- TWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
	See MG 4.9,4.10														
	[na]														
9	WEWS	09/17/12-09/23/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$500.00		0.00	NM		
	Ⓜ MG for 10.1,4.1														
10	WEWS	09/20/12-09/21/12		M-F 3-4P Katie		3-4p	---ThF----	:30		\$800.00		0.00	NM		
	Ⓜ MG for 10.1,4.1														
	Week:	09/24/12	09/30/12	MTWT---		4				\$700.00		0.00			
N 5	WEWS	09/18/12	09/27/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$900.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 6	WEWS	09/18/12	09/27/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	8	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$1,600.00		0.00			
	Week:	09/24/12	09/30/12	MTWT---		4				\$1,600.00		0.00			
N 7	WEWS	09/18/12	09/27/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	8	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF--		4				\$2,000.00		0.00			
	Week:	09/24/12	09/30/12	MTWT---		4				\$2,000.00		0.00			
N 8	WEWS	09/18/12	09/27/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	4	\$2,400.00	P-1	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF-S		5				\$2,400.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 9	WEWS	09/22/12	09/22/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$400.00		0.00			

